

PROMOTION RECOMMENDATION
The University of Michigan – Flint
College of Arts and Sciences
Department of Communication Studies

Sarah F. Rosaen, associate professor of communication, with tenure, Department of Communication Studies, College of Arts and Sciences, is recommended for promotion to professor of communication, with tenure, Department of Communication Studies, College of Arts and Sciences.

Academic Degrees:

Ph.D.	2006	Michigan State University
M.A.	2003	Michigan State University
B.A.	1999	University of Michigan

Professional Record:

2012-Present	Associate Professor of Communication, with tenure, University of Michigan – Flint, Michigan
2006-2012	Assistant Professor of Communication, University of Michigan – Flint, Michigan
2002-2006	Research Assistant, Michigan State University, Michigan
2001-2005	Teaching Assistant, Michigan State University, Michigan

Summary of Evaluation:

Teaching – Professor Rosaen is an analytical and caring teacher who works to ensure that her students understand the learning expectations, receive constructive and timely feedback on their learning, and feel comfortable approaching her with questions. Professor Rosaen regularly teaches seven different courses ranging from COM 200, “Introduction to Human Communication” – an important general education course for which she developed an online version in the fall of 2014 – and COM 241 “History and Effects of Mass Communication.” Professor Rosaen also teaches upper division core courses such as COM 308 “Research Methods in Communication” and COM 332 “Theories of Mass Communication.” With the establishment of a graduate program in Applied Communication, she contributes to the curriculum by regularly teaching COM 502 “Applied Communication Research Methods.” Professor Rosaen advises between 20 and 50 students a year, as well as having served as an undergraduate honors thesis advisor for four students.

Research – Professor Rosaen utilizes survey, content analyses and experimental methodologies to analyze the social and psychological impact of media on adults and children. More specifically, Professor Rosaen explores parasocial interactions between her subjects and media personae in which the adults and children psychologically perceive these relations as reciprocal, while also knowing that this is all an illusion. In one study published in *Communication Studies* – a top tier publication in her field – Professor Rosaen documented similarities between real life attachments and parasocial interactions and found a significant relationship between having insecure/unhealthy attachments to close others in real life and having stronger connections with media personae that have negative qualities. In a related study, Professor Rosaen investigated whether children’s likelihood of trusting close others, i.e., parents, teachers, and peers, manifests itself similarly with media personae. In her other area of research, Professor Rosaen has also established herself as a communication scholar with an expertise in the assessment of student learning. By utilizing communication theory, Professor Rosaen developed a meta-assessment methodology that begins with a frank and open conversation about what is considered learning. This has proven especially important when assessing general education learning outcomes since disciplinary differences among faculty understandably result in differences in their assessments. As a result of her scholarship in this area, faculty members can greatly increase their confidence that all faculty are assessing the same learning outcomes and hence, gain greater assurance in the results from their assessments

Recent and Significant Scholarly Activity:

Refereed Publications

- Rosaen, S. F., & Dibble, J. L. (2017). The impact of viewer perceptions of media personae and viewer characteristics on the strength, enjoyment, and satisfaction of parasocial relationships. *Communication Studies*, 68 (1), 1-21.
- Rosaen, S. F., & Dibble, J. L. (2016). Clarifying the role of attachment and social compensation on parasocial relationships with television characters. *Communication Studies*, 67(2), 147-162.
- Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial interaction and parasocial relationship: Conceptual clarification and a critical assessment of measures. *Human Communication Research*, 42(1), 21-44.
- Rosaen, S. F., Hayes, R. A., Paroske, M., & De La Mare, D. (2013). A dialogic approach to implementing general education assessment at the department level. *Journal of Assessment and Institutional Effectiveness*, 3(1), 33-53.

Conference Papers and Presentations

- Lair, D., Paroske, M., Rosaen, S., & Kowal, C. (2016, November). *Communication and the Flint water crisis: The civic callings of a community in crisis*. Pre-conference offered at the annual conference of the National Communication Association in Philadelphia, PA.
- Seeger, H. S., Hayes, R. A., Gilmore, M. W., Rosaen, S. F., & Getchell, M. C. (2016, November). *Public relations' civic calling: Communicating issues surrounding the Flint water crisis*. Panel presented at the annual conference of the National Communication Association in Philadelphia, PA.
- Rosaen, S. F., & Jennings, N. (2016, June). *Children who trust in the real-world also trust characters in the para-world*. Poster presented at the annual conference of the International Communication Association in Fukuoka, Japan. Top paper in the poster session in the Communication, Adolescents, and Media Division.
- Rosaen, S. F., & Dibble, J. L. (2015, May). *The impact of attachment on enjoyment of parasocial relationships*. Paper presented at the annual conference of the International Communication Association in San Juan, Puerto Rico.
- Dibble, J. L., Hartmann, T., Rosaen, S. F. (2014, November). *Parasocial interaction and parasocial relationship: Conceptual clarification and a critical assessment of measures*. Paper presented at the annual conference of the National Communication Association in Chicago, IL. Top four paper in the Mass Communication Division.
- Detwiler, T., Rosaen, S. F., & Backlund, P. (2014, November). *The practice of assessment: Writing learning objectives, selecting appropriate instruments, using collected data in decision making*. Short course presented at the annual conference of the National Communication Association in Chicago, IL.

Service – Professor Rosaen has unquestionably emerged as one of the college's and university's visible and engaged leaders. Equally impressive is that her service has revolved around the central themes of student retention, mentorship, and strategic planning. At the department level, Professor Rosaen currently serves on the Retention Plan Implementation Team and the Flint Journal Scholarship Committee, as well as being a member of the graduate program faculty and an honors thesis advisor. At the department level, Professor Rosaen has provided service in many areas, including strategic planning, coordinating the program's assessment of student learning, serving on the Handbook Committee, being the interim program director of communication, and participating in numerous faculty search committees and promotion/review committees. At the college level, Professor Rosaen is currently a member of the Biology Department's search committee for its next chair, has served a three-year term on the Executive Committee, co-led training sessions for DegreeWorks, organized and delivered four Advising Workshops, and has served on the Search Committee of the CAS Dean in 2014-15 and the Strategic Planning Taskforce between 2013

and 2014. Professor Rosaen has also made substantial contributions to university service by her participation in the Advising Task Force, the Higher Learning Commission's Academy on Persistence and Completion, the Retention Subcommittee for the Strategic Enrollment Management initiative, and as a faculty fellow for the Catalyst Course Design program. At the profession level, Professor Rosaen is an active and visible member by serving as the chair/vice chair/vice chair elect/legislative assembly for the Communication Assessment Division of the National Communication Association (2012-2016), and as a member of the Nominating Committee (2015-16) for National Communication Association. In addition to serving as a chair and/or respondent for many competitive conference sessions for the International Communication Association and the National Communication Association (NCA), Professor Rosaen also serves as a conference reviewer for the NCA, the Communication Assessment and Mass Communication Divisions of the NCA. She also is a conference reviewer for the "Child, Adolescents, and the Media," the "Mass Communication," and the "Instructional and Developmental" Divisions of the International Communication Association. Professor Rosaen has provided peer reviewing a textbook and thirty-one journal submissions to such outlets as *Communication Studies* (a top tier journal), *Health Communication*, the *Journal of Children, Media, and Media Psychology*, and *Cyberpsychology, Behavior, and Social Networking*.

External Reviewers:

Reviewer (A): "The works overall have been published in a broad variety of journals – helping to better disseminate her contribution to scholarly knowledge on communication subjects. Several of her publications have been published in very well respected journals such as *Journal of Media Psychology*, and *Human Communication Research*, just to name a few. ... It is my impression that the quality, quantity, focus, and scholarly impact of Dr. Rosaen's research is excellent and places her in good standing in relation to others in her peer group working in this field."

Reviewer (B): "The strongest attribute of Professor Rosaen's scholarly portfolio is the focus. Most of her work deals with parasocial interaction, with her studies building upon each other to create a greater understanding of the process by which individual audience members develop relationships with the performers they see in television and other forms of media content. ... She regularly produces high-quality research, makes effective use of collaboration, and publishes in first and second tier journals."

Reviewer (C): "Her research program is of high quality and has had a significant impact on the field. Her work is respected by scholars in communication and related fields, and I expect that her influence will increase as she continues her line of research on children's parasocial relationships with media figures. ... Dr. Rosaen is an excellent scholar who has established a solid reputation in her field. In the 11 years since she received her Ph.D., she has published 13 journal articles or book chapters, including 10 articles in peer-reviewed scholarly journals, two invited book chapters and one invited paper in a law journal. Many of these papers have appeared in top journals in communication, including *Communication Studies*, *Human Communication Research*, *Journal of Children and Media*, and *Journal of Media Psychology*.

Reviewer (D): "In terms of research productivity, Dr. Rosaen has published five research articles/studies since earning tenure, in four different journals, three of which she was lead researcher/author. She has one invited publication in the SAGE Encyclopedia of Communication Research Methods (2017) and currently has one article under review with the *Journal of Media Psychology*. Her conference presentations are regular and diverse - spanning parasocial relationships, communication and crisis and pedagogical initiatives - writing Learning Objectives."

Reviewer (E): "I am very impressed by the overall quality, quantity, focus and scholarly impact of the candidate's works. Specifically, Dr. Rosaen has established a reputation as a leading scholar in the area of parasocial relationships. ... I consider three of her articles to be outstanding for their contribution to the


discipline.... I would say Dr. Rosaen's published work places her in the top 8 percent. ... Overall, I consider Dr. Rosaen's scholarly work to be of high quality. She has made a recognizable contribution to the field, and she shows evidence of continued professional growth, and productivity."

Reviewer (F): Dr. Rosaen has demonstrated a programmatic focus on at least two arenas of scholarly activity: Parasocial relationships and assessment. The former topic is especially relevant to a world that is experiencing rapid evolution of its media landscape. This topic ranges from concerns about individual identity to public relations to crime and deviance. As such, it is an important arena of work, and Sarah has clearly carved out a significant niche in the area.... Her work on assessment is less developed, but represents a significant applied aspect of scholarship."

Summary of Recommendation:


Professor Rosaen has demonstrated the requisite excellence in teaching, scholarly achievement, and service to her department, college, university and professional community. I am pleased to recommend Sarah F. Rosaen for promotion to professor of communication, with tenure, Department of Communication Studies, College of Arts and Sciences.

Recommended by:

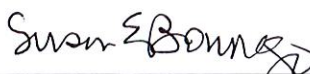


Susan Gano-Phillips, Dean
College of Arts and Sciences

Recommendation endorsed by:



Douglas G. Knerr, Provost and
Vice Chancellor for Academic Affairs



Susan E. Borrego, Chancellor
University of Michigan – Flint

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